

Official Written Content Contest Rules

American Dream Itinerary Contest

Contest Sponsors¹

The American Dream Itinerary Contest is sponsored by the U.S. Foreign Commercial Service in Chengdu and U.S. Consulate Chengdu.

Description of Contest Objectives

The purpose of this contest is to promote increased travel by Chinese citizens to the United States, and in particular to encourage tourists to discover a wider range of destinations in the United States.

Contestants are asked to submit a two-week “dream itinerary” to the United States and/or its territories. Participants are encouraged to be creative. Itineraries can have a theme, can be for families, couples or individual travelers, can include flying, driving, train travel or any other mode of transport – whatever you dream of!

The rules:

- Itineraries should be for 2 weeks (14 days)
- Itineraries should include what city/state the participant would like to visit each day and what sites they would like to see or activities they would like to do. (It is not necessary to include specific hotels or restaurants.)
- Itineraries should be submitted via a Microsoft Word document.
- Itineraries can be text only or can include photos.
- Contestants must be 18 years and older
- Contestants must be residents of the People’s Republic of China and residents of the U.S. Consulate in Chengdu’s Consular District, which includes Sichuan Province, Yunnan Province, Chongqing, Guizhou Province and the Tibetan Autonomous Region. Contestants may not be U.S. citizens or lawful permanent residents. (See additional rules for eligibility below.)
- Entries must be submitted in Chinese or English.
- Only one entry per person will be accepted.

¹ Throughout the contest rules, the term “sponsors” is used to represent either single or multiple sponsors, where applicable.

Platform(s)

Events from this contest may be announced and promoted on various Social Media platforms including Sina Weibo and Tencent Weibo but contest entry and administration will take place through e-mail. Contest winners may also be announced on Sina Weibo and Tencent Weibo however Sina and Tencent are not partners or sponsors of the contest.

How to Enter

Participants must submit their entries and information to zgmeiguo@qq.com by **11:59 p.m. on August 28, 2015 (Friday)**.

Entries must be submitted in Chinese or English. Submissions must include descriptions of each day for a 14-day itinerary. Only one submission per person is allowed.

Participants must submit their itineraries along with the following information:

- Name
- Date of birth
- Email address
- Physical address
- Phone number

Participation in the contest is deemed as acceptance of these Official Contest Rules. Once an entry is submitted, it is considered a final submission and may not be modified, edited or replaced.

The contest commences at « **August 12, 2015 (Wednesday)**», in «**Beijing Timezone**». Entries may be submitted between «**August 12, 2015 (Wednesday)**», and «**11:59 p.m. on August 28, 2015 (Friday)**». Judging begins on « **August 31, 2015 (Monday)**» and ends on « **September 4, 2015 (Friday)**». Winners will be announced by «**5:00 p.m. on September 4, 2015 (Friday)**».

Content Requirements

- a. Submissions must not contain obscenity, explicit sexual material, nudity, profanity, graphic violence, calls or incitement to violence, commercial solicitation or commercial promotion. Submissions must conform to local law and must not contain content or images that could be considered abusive, inflammatory, denigrating, or disrespectful to any of the Contest Sponsors, or to any groups, individuals or institutions. Submissions must adhere both in appearance and in fact to the norms of civil discourse. In other words, the content of all submissions must be suitable for a global, public audience.

- b. Submissions must be original content created by the contestant and must not contain any elements that are protected by someone else's copyright or otherwise subject to third party intellectual property or proprietary rights, including privacy and publicity rights (except as expressly permitted below in (d)). Contest Sponsors recognize no allowance for "fair use" of copyrighted material, nor do Contest Sponsors recognize allowance for use of licensed materials created or owned by a third party.
- c. Contest Sponsors reserve the right to disqualify, at their sole and absolute discretion, any submission that does not adhere to these criteria and to the intent and substance of these Official Contest Rules.
- d. In the event of any question or difference of views regarding compliance with, interpretation, or application of these content requirements or other provisions of these Official Contest Rules, Contest Sponsors reserve the exclusive right to resolve such questions or differences of views in their sole discretion.

Eligibility

- a. Contestants must be at least 18 years old on the date of entry into the contest. Contestants must be residents of the People's Republic of China and may not be U.S. citizens or lawful permanent residents.
- b. The individual submitting the entry will be considered the contestant and will be the only individual eligible to compete for the prize. Organizations are not eligible to compete for the prize, either as an entity, or through representation by an individual. In order to be eligible for the prize, the contestant must provide complete and accurate information.
- c. The following individuals are not eligible to participate in the contest: Employees, interns, directors, and officers of the Contest Sponsors, or the U.S. Government; or any employees, interns, directors, officers of any agencies, companies or entities involved in the administration, advertising, judging, creation, development, execution, and/or fulfillment of the contest, and the immediate family members (defined as spouse, recognized partner, parent, child, sibling, and spouse or "step" of each) and those living in the same household of each such individual.
- d. Once a submission has been accepted for entry into the contest, the contestant's name (or User ID, if the contestants wishes to remain anonymous) and country may be publicly identified at the sole discretion of the contestants.

Selection of a Winner

- a. All submissions are subject to pre-screening by Contest Sponsors to ensure compliance with these Official Contest Rules. Any submissions out of compliance will not be posted. Contest Sponsors reserve the right in their sole and absolute discretion to verify in the final analysis whether a potential finalist or potential winning submission has fully

complied with these Official Contest Rules before posting to the contest site, awarding prize, recognizing as winner, etc.

- b. **Judges:** The contest jury is comprised of staff members of the U.S. Foreign Commercial Service Chengdu and the U.S. Consulate General in Chengdu.
- c. **Judging Criteria:** Submissions will be judged on the following:
 - If they meet the contest criteria (14 days, each day including the name of the location to be visited plus sites or activities).
 - Creativity/originality of itinerary.
 - Feasibility of itinerary.
 - How informative is the itinerary/useful for other travelers.

Submissions will be screened by Consulate and FCS staff for compliance with the contest rules and the top submissions will be reviewed and judged by the judging panel.

- d. **Winners:**

Each winner and/or finalist will be required to sign and return to Contest Sponsors a statement of eligibility and liability/publicity release and provide a short bio (where applicable) and a brief statement about the submission; otherwise the winner and/or finalist will be ineligible for any prize. The inability of Contest Sponsors to contact a potential winner may result in disqualification and/or selection of an alternate winner from among all remaining eligible submissions.
- e. Winners and finalists will be notified via the e-mail address they provided upon entry. Winners and finalists may be announced on the Consulate website and/or social media pages. Winners and finalists may choose to use an alias instead of their real name and may request other identifying information be kept private.

Prize(s)

- 1. Grand Prize (a prize package for one winner):
 - a. Two round trip, economy class tickets from Chengdu to any destination in the 48 contiguous states of the United States on United Airlines by United Airlines. Note that receipt of this prize does not guarantee a U.S. visa and the winner must apply for and receive a visa in compliance with U.S. laws and regulations.

Two (2) round trip Economy Class tickets from Chengdu to any destination in the 48 contiguous states of U.S.A (NO stopover is allowed) served by United Airlines! This letter is valid from XXX (date to be confirmed) to XXX (date to be confirmed).The air ticket is valid for 6 months from the date of issuance.

However, we would like to draw your kind attention to the following conditions:

- The ticket is non-transferable, non-reroutable, and non-endorsable.
- The ticket cannot be upgraded, exchanged for cash or resold.
- Frequent flyer miles, promotional offers or other discounts do not apply.
- The ticket does not include any tax or applicable charge.
- Seat availability is subject to "XN" booking class inventory, which may not be available during peak season: From China to US: 1 July-7 September15; 26 September-1 October 15; 1-13 January 16; 10-23 February 16;
From US to China: 13 May-14 Aug 15; 10-24 December 15; 13May-3 July 16
- The whole itinerary must be confirmed upon ticket issuance.
- United Airlines reserves the right for flight change and cancellation.

To redeem your ticket, please complete the below form and email to wanting.huang@united.com and yang.zheng@united.com or call (028) 6872 8696 1 (028) 6872 8694 to ask for an authorized e-certificate to make reservation. The redemption process could take up to 14 days.

Please issue your ticket by present the original copy of this letter, the authorized e-certificate and applicable tax and surcharge to United Airlines Sales Office, United Chengdu Sales Office is located at Room 1 703, Square One, No.18 Dongyu Street, Jinjiang District, Chengdu.

- b. RMB 6,000 worth of travel vouchers with a travel agency by Brand USA.
- This coupon could not be exchanged for cash or returned in changes, it can only be used for purchasing the current U.S.A travel products operated by nominated travel agency. If used for tour package of U.S.A products, the user must follow the arrangements of the nominated travel agency, including the travel routes and flights.
 - This coupon has to be used before 29 Feb 2016.
 - This coupon could be only used one time by the winner.
 - The nominated travel agency reserves the right for final explanation and bears full responsibility on the use of the coupon and the associated products and services.

- c. Certificate for a two-night weekend stay with concierge access at San Ramon Marriott, San Ramon, CA, by Marriott.
- Complimentary for one guest room for two for two nights, on any Friday and Saturday night. Breakfast for two in Bishop Grill Restaurant, excluding tax, gratuities and alcoholic purchases.
 - Please make your reservation by calling Executive Assistant, Anna Santiago-Goldstein, at 925/244-6166 or send email to ana.santiago@marriott.com
 - Please present this certificate upon check-in and not able to extend the expiration dates on these certificates.
- d. Two night stay certificate including breakfast at Oakland Marriott City Center, Oakland, CA, by Marriott.
- Complimentary two nights stay at the Oakland Marriott City Center with breakfast for two in our level 2 restaurant.
 - Redemption is subject to availability and advance reservation is required. Contact customer service at 510-466-6454 at least two weeks in advance.
- e. Two night stay at a Disneyland resort hotel plus two park hopper tickets for two people by Disneyland California.
- Hopper tickets cannot be redeemed for cash.
 - All travel must be completed by September. 10, 2016. Prize may exclude holidays and/or peak periods. Photo ID is required to claim your prize, and the prizewinner's name must match the name on the photo ID. Please complete and return this by Email at least three weeks prior to requested date(s) to: Howard Chen; Tel: 714-956-6862; Email: Howard.Chen@disney.com

First name: ____ Last Name: ____ (Name must match the name as it appears on your photo ID.)

Company Name: ____ Job Title: ____ Address: ____

Telephone: ____ Email: ____

Requested Date: (1st choice) ____ (2nd choice) ____

- f. SeaWorld San Diego Admissions and 'Dine with Shamu' premium experiences for two people by SeaWorld San Diego.

- The prize winner should hand in business card for the prize letter. Please email code SWCCCD201509100101 and your name on your business card to seaworld@atr.net.cn to redeem SeaWorld San Diego admissions and “Dine With Shamu” experience. Please redeem in advance! The code and redeemed admissions /experience is valid by Sept. 9, 2016.
 - Note: This package is only for winner and his/her companion, nontransferable, nonrefundable, non-resalable.
- g. Two San Francisco CityPass booklets by Visit California.
- Do not pull tickets from the booklet or they become invalid.
 - Booklet is valid for 9 consecutive days, beginning with the first day of use. First use must occur by Feb. 28, 2017.
 - Your booklet contains 4 admission tickets, plus a 7-day Muni and Cable Car Passport. Tickets 3 and 4 are OPTION tickets. Choose ONE of the two attractions on each ticket.
 - Visit the attractions in any order. A convenient map is located in the back of the booklet.
 - Please read each attraction’s instructions on how and where to present your CityPASS booklet. Some attractions may exchange your CityPASS ticket for one of their own.
 - To avoid delays for groups of 10 or more, visit citypass.com/sf-group for attraction entry information.
 - Transportation information is subject to change.
 - CityPASS is not responsible for lost, stolen or damaged tickets. NON-TRANSFERABLE. No refunds or exchanges will be provided. ALL SALES ARE FINAL. The holder of the booklet voluntarily assumes all risks and anger of personal injury and all other hazards arising from or related in any way to the attractions for which this booklet is issued. All information is correct at the time of printing.
- h. A USD300 car rental voucher in USA by Hertz.
- Car rental must be redeemed for one rental. No credit / refund will be issued on any unused portion of the prize.
 - The voucher can only be used by award winner. It is non-exchangeable for cash.
 - Reservation must be made at least 24 hours in advance. For booking & enquiry, please log on www.hertz.cn, email to: reschina@hertz.com or call reservation center: 400 921 1138.
 - The voucher should be redeemed before Dec 31,2016. Please provide Rental Agreement number, renter’s name to Ms. Karen Jin(wjin@hertz.com) within 15

days after renting the car. The RMB amount equivalent to US\$300 will be transferred to the renter's account with 10 working days after Hertz's confirmation.

- Hertz standard terms & conditions apply.
 - Final interpretation belongs to Hertz.
2. Three night complimentary deluxe accommodations at the LINQ Hotel; admission for two (2): "HIGH ROLLER" – THE WORLD'S TALLEST OBSERVATION WHEEL at the LINQ, by Caesars Entertainment.
 - In order to accommodate your preferred travel dates, please email a copy of this certificate with your 1st & 2nd choices for travel dates to Staci Bueno – sbueno@caesars.com or Sandy Tran at ttran1@caesars.com . Reservations are based on availability, Resort Fee not included. (This excludes New Year's December 28 – 31, 2015)
 - Certificate is valid through August 31, 2016
 - THIS CERTIFICATE IS NON-TRANSFERABLE & HOLDS NO CASH VALUE
 - RESORT FEES VARY BY HOTEL, ARE CHARGED NIGHTLY +12% & ARE GUEST'S RESPONSIBILITY
 3. Two (2) complimentary seats on the "World's Largest and Most Experienced Helicopter Sightseeing Company's," incredible "Ace of Adventures" helicopter tour from Las Vegas, NV.
 - Your flight may be taken anytime within the coming year and is subject to availability. We ask that you make your reservations by calling toll free 888-635-7272 or (702) 736-7243, at least 72 hours prior to the requested flight time. When making your reservations, please mention this letter and reservation number 1866202 and present it upon check-in.
 - Expiration Date: August 31, 2016
 - Notes: This reservation number is to be used during space available. If there are any questions about the conditions, please contact the Sales & Marketing office of Papillon Grand Canyon Helicopters at 702-736-6322.
 4. Executive Suite with 2 breakfasts for 1 night at Ritz-Carlton Hotel in Chengdu, by Ritz-Carlton Chengdu. Other details To Be Confirmed; One Buffet Dinner at Spices for 2 guests at Ritz-Carlton Hotel in Chengdu, by Ritz-Carlton Chengdu.
 - This certificate is not redeemable for cash, and no invoice will be provided
 - This certificate can only be used at The Ritz-Carlton, Chengdu at the area on the front side of this coupon
 - This certificate cannot be used in conjunction with any other promotions, discounts or other certificate

- This certificate must be presented before placing your order or checking in the front office
 - This certificate is only valid with original company chop of the hotel management. Photocopies are not acceptable.
5. Two front-of-the-line tickets at Universal Studios Hollywood, Los Angeles, by America International Travel Services Inc.
 - One-time priority access to each ride, show & attraction.*
 - Includes 1-Day Park admission.
 - Valid until January 31 2016.
 - Please present your ID to redeem the tickets using the letter issued by American International Travel Service Inc.
 6. One complimentary deluxe room with two daily breakfasts for one night stay at St. Regis Hotel in Chengdu, by St. Regis Chengdu.
 - Please book the hotel room by dialing 86 28 62830509 to confirm with the hotel about the room availability; it's best to call three days in advance;
 - Please bring the hotel voucher and personal ID when check in;
 - The voucher is transferable to winner's friends or families but can't be exchanged for cash
 - The hotel voucher is valid for 6 months from Sept.10, 2015 through March 10. 2016
 7. Two complimentary tickets to Zarkana at ARIA Resort & Casino in Las Vegas, Nevada, by Cirque du Soleil
 - To make your reservations, please call 702.352.0197
 - Reservations must be made at least 72 business hours in advance and are final.
 - This ticket voucher is valid through September 10th, 2016.
 - Note additional dark dates may apply which include Holiday Pricing Periods &/or during Special Events. Seating is subject to availability.
 - Show schedule for Zarkana is Saturday through Wednesday 7:00pm or 9:30pm and is subject to change without notice.
 - No substitutions, cash equivalents, or transfers for any part is permitted, and cannot be combined with any other offer.
 - Cirque du Soleil, ARIA, and/or MGM Resorts International are not responsible for replacing lost or stolen tickets and/or vouchers. Once reservation has been confirmed simply bring your confirmation number, photo identification, and voucher to ARIA, Zarkana™ Box Office Will Call Line at least one hour prior to show time or any day prior and exchange for tickets.
 - Not for Resale. Reservations must only be made by calling the telephone number listed above only and not by any other outlet or channel.
 - Management Reserves All Rights.

8. Four Go Chicago cards by Choose Chicago.
 - Can be used by the end of 2016.
 - Valid for 48 hours starting from your entrance to the first attraction.

Winners have to confirm the acceptance of the prize in an email reply within three calendar days. If the acceptance is not confirmed by the required date, the Contest Sponsors reserve the right to select an alternative winner. Each winner must provide a valid physical mailing address where a prize, if any, is to be shipped. Contest Sponsors are not responsible for any problems related to the shipping of any prize, including, but not limited to, theft, delay, damage, or destruction/accidental loss by the shipping carrier.

Any unused portion of the prize is not transferable, convertible, or exchangeable and cannot be taken as cash. All taxes on or in connection with any prize, and the reporting consequences thereof, are the sole and exclusive responsibility of the winner.

Liability and Rights

- a. Contest Sponsors do not endorse any submissions or messages expressed therein, and Contest Sponsors expressly disclaim any and all liability in connection with the submitted essays including disputes between collaborators related to a submission.
- b. The contest and its sponsors do not permit copyright infringing activities or infringement of any other intellectual property rights, and Contest Sponsors reserve the right to remove and disqualify any submission they deem to be in violation of another party's copyright or other intellectual property rights.
- c. Contestants retain sole ownership of their original work. The submission remains the intellectual property of contestant, and the Contest Sponsors and U.S. Government make no claim of copyright as to the work of any individual who enters the contest. Contestant specifically agrees to give the Contest Sponsors permission to use all content submitted for purposes of judging the contest. Finalists and/or winners will be required to grant Contest Sponsors, with proper attribution through whatever means they deem appropriate, a worldwide, non-exclusive, royalty-free, sub-licensable and transferable license to use, reproduce, distribute, prepare derivative works of, and/or display the submission in any media formats and through any media channels in perpetuity in connection with the activities and operations of the contest.
- d. Contestant assumes sole responsibility for the contest submission and the material contained in it, and for any consequences of submitting or posting it.

- e. Contest Sponsors reserve the right at any time to verify the validity of entries and of contestants and to disqualify any contestant or entry deemed not in compliance with these Official Contest Rules. Contest Sponsors also reserve the right to request further documentation, at their sole and absolute discretion, to verify eligibility and compliance with these Official Contest Rules.
- f. If a prize or any portion thereof is unavailable, Contest Sponsors, in their sole discretion, reserve the right to substitute the prize with another prize of equal or greater value and/or specification.
- g. Contest Sponsors reserve the right, at any time and in their sole discretion, to disqualify and/or deem ineligible any individual who they reasonably believe (i) has violated the Official Contest Rules; (ii) has violated the terms of use of platform, or (iii) is acting in a bad faith, or in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person.
- h. Contest Sponsors reserve the right to modify, suspend, terminate or cancel the contest at their discretion for any reason.
- i. Contestant agrees to indemnify and hold harmless Contest Sponsors, their parent, subsidiary and affiliated companies, officers, directors, employees, interns, and agents, from and against any and all claims, damages, obligations, losses, liabilities, costs or debts, and expenses (including but not limited to attorney's fees) arising from (i) violation of these Official Contest Rules; (ii) violation of any third party right, including without limitation any copyright, trademark, intellectual property, privacy, publicity, or other proprietary right in connection with the contest; or (iii) any claim that a contest submission caused any harm, including financial, to any third party. These indemnification and hold harmless obligations will survive indefinitely beyond the conclusion of the contest.
- j. The conduct, judging, and awarding of prizes will be carried out in full compliance with applicable U.S. law and host country law. In the event of a conflict between U.S. law and host country law, U.S. law shall apply.
- k. Contest Sponsors and the U.S. Government will take reasonable measures to protect privacy data, personally identifiable information, and other sensitive data of contestants. Contact information provided by contestants may be stored by the U.S. Consulate Chengdu and may be used to contact contestants for other purposes in the future. This information may be shared with the co-sponsor of the contest and/or be made available to third parties, to the extent permitted by law.
- l. Contest Sponsors assume no liability or responsibility for any loss or harm resulting from any user's participation in or attempt to participate in the contest or ability or inability to upload, download, or otherwise access any information in connection with participating in the contest. Contest Sponsors assume no responsibility or

liability for technical problems, or technical malfunctions arising in connection with the operation of the contest, including: hardware or software errors; faulty computer, telephone, cable, satellite, network, electronic, wireless or Internet connectivity, or other online communication problems; errors or limitations of any Internet service providers, servers, hosts or providers; garbled, jumbled or faulty data transmissions; failure of any email transmissions to be sent or received; lost, late, delayed or intercepted email transmissions; inaccessibility of the contest site in whole or in part for any reason; traffic congestion on the Internet or the contest site; unauthorized human or non-human intervention in the operation of the contest, including without limitation, unauthorized tampering, hacking, theft, virus, bugs, worms; or destruction of any aspect of the contest, or loss, miscount, misdirection, inaccessibility or unavailability of an email account used in connection with the contest.

- m. Use of contest site is at user's own risk. Contest Sponsors are not responsible for any personal injury, property damage, or losses of any kind which may be sustained to computer equipment resulting from participation in the contest, use of the contest site or the downloading of information from the contest site. By participating in the contest, the contestant releases Contest Sponsors from any and all claims arising from or relating to such contestant's participation in the contest, whether directly or indirectly.
- n. Contest Sponsors are not liable in the event that any portion of the contest is cancelled or delayed due to weather, fire, strike, acts of war or terrorism, or any other reason.